

Message Text

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ACTION NEA-10

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FM AMEMBASSY KUWAIT
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AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY JIDDA
AMEMBASSY MANAMA

UNCLAS KUWAIT 5865

USDOC FOR TYRELL SAD/OIM, ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, KU
SUBJ: EDP TECHNICAL SALES SEMINAR - PRINTING OF BROCHURES

REF: TYRELL-MUCHAUD TELECON, DECEMBER 13, 1976

1. COST AND TIMING ESTIMATES FOR LOCAL PRINTING OF BROCHURES
FOR SUBJECT SEMINAR, AS REQUESTED REF, PROVIDED AS FOLLOWS:
(KD 1 EQUALS \$3.50.)

PRICE: (KD) FIRM 1 FIRM 2 FIRM 3

ARABIC/ENGLISH	120	180	200
ARABIC ONLY	55	120	180
TIME: (WORKING DAYS)	10 DAYS	15 DAYS	15 DAYS

BROCHURE SAMPLE USED FOR OBTAINING ESTIMATES IS THAT FOR
FOOD PROCESSING AND PACKAGING SEMINAR, FOR FAR EAST, NOVEMBER
1974, PROVIDED WITH TYRELL-MICHAUD LETTER OF NOVEMBER 3,
1976. NUMBER OF BROCHURES IS 1200, 16 PAGES EACH.
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2. EMBASSY EXPERIENCE WITH LOCAL PRINTERS INDICATES THAT
COST AND TIME ESTIMATES OF FIRMS 2 AND 3 ARE MORE RELIABLE.
STRONG POSSIBILITY EXISTS, HOWEVER, THAT BROCHURE PRINTING
WILL TAKE LONGER THAN 15 DAYS AS NUMEROUS REVISIONS OF PROOFS
ARE USUALLY REQUIRED.

3. BROCHURES SHOULD BE AT POSTS NOT LESS THAN TWO WEEKS
BEFORE START OF SEMINAR, I.E. FEBRUARY 15. POUCH SERVICE
TAKES A MAXIMUM OF TWO WEEKS OR MORE. IN LIGHT OF THIS,
AND OF ESTIMATED 15 DAY REQUIREMENT FOR PRINTING, EMBASSY
MUST INITIATE PRINTING BY END OF FIRST WEEK OF JANUARY IN ORDER
TO GUARANTEE PROMPT AND EFFECTIVE DELIVERY OF BROCHURES.
MAESTRONE

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